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SPECIALIZING IN EVERGREENS
BALLED AND BURLAPPED
CONIFERIOUS AND BROADLEAF



Griffing NURSERIES

WHOLESALE

GROWERS OF MATERIALS FOR
LANDSCAPE ORNIMENTATION & TREES

BEAUMONT, TEXAS

GRIFFING'S NEWS LETTER

No. #9

GRIFFING NURSERIES BEAUMONT, TEXAS

APRIL 1929

PLANT THIS SUMMER

AND PAY YOUR PAYROLLS AS YOU GO

What are you going to do this year after your spring sales are over? Will you suspend operations like thousands of other nurserymen, or are you one who can see the tremendous opportunities ahead for summer plantings?

NURSERYMEN and LANDSCAPEMEN, who have extended what was once a seasonal business to cover a year round period, realize that SUMMER PLANTING covers a period of nearly four months, approximately 30% of the year that your sales are stopped, yet how many Retailers have stopped to realize that this period is 1/3 of the business year? Can it be lightly regarded in this day of modern business and passed up as being incredible?

We feel that all of us better step on the gas, nurserymen, or else we'll have to step aside and take the dirt.

RELIABLE ADVICE AND SUGGESTIONS FREE

For several years we have been studying, from the Nurseryman's and Landscapemen's standpoint, the merits of Summer Planting. We have kept pace with advancing years. Our records recite many instances where carloads of B&B Conifers, Broadleaf Evergreen Shrubs, Shade Trees, Etc., have been transplanted and shipped to distant points during the months of May, June, July and August with amazing results.

Our experiments have been a masterful teacher, thus we are offering our services in helping you in the solution of your problems in summer planting.

Quoting from our files we give you a report on a car shipped last summer.

WHAT A CUSTOMER IN OKLAHOMA SAYS:

"I should have reported the success we had on last car received from you before this time. The car arrived July 3rd--only sixty hours in transit. The thermometer stood at 98° and hot winds were blowing. We unloaded on July 4th and lost only three trees from the carload. We have demonstrated to our entire satisfaction that we can handle your trees any time during the summer months with satisfactory results."

Many letters as this one from our good customers in Oklahoma, Arkansas, and Kansas and other states have been received and are in our files, which should be direct proof of the success of handling Griffing's Balled Ornamental Evergreens through the summer months.

DESCRIPTIVE WHOLESALE 1929 PRICE LIST

In presenting our new Spring and Summer Wholesale Price List it is our belief that we are offering to the trade the greatest values possible. A copy of this Price List was mailed you as soon as published. If you failed to receive your copy please let us know and another will be mailed you.

Our greatest object in mind when we issued this Wholesale Price List was to figure the lowest possible Prices we could handle our Balled Ornamental trees and shrubbery from Griffing's Baling soil for our customers and furnish distinctive quality material where you could continue your planting throughout the summer months. We realize from our travels among the trade that there is a certain portion of the year when the business either slows up or stops entirely and it is our object to cooperate with all people in the trade and induce more and more SUMMER PLANTING and we have come to the conclusion that it can be safely and satisfactorily done. We hate to see our customers stop their work entirely as soon as the late spring and summer months begin. We know that our stock can be handled right through the summer months and we are offering suggestions and experiences to all of our customers who are interested in keeping this business going the year round.

Probably your sales will not be as great during the first summer as you will have to educate your customers to the point where they know that Griffing's Balled stock can be moved through the summer. Then you will sell sufficient stock to keep your payroll going and continue your business throughout the entire year.

SPECIAL INDUCEMENT

We want to extend to you the invitation to visit us and see our plants and trees in the nursery. We will credit your railroad fare one way on a carload purchase. We know you will say that you have never seen such fine stock and such a complete variety. A visit to our nursery should prove both pleasant and profitable to you. We believe that it will be as much to your interest as to ourselves and we are therefore offering to allow credit of your railroad fare one way on a carload purchase.

Now is the time for you to make the trip and select such stock as you can use in your territory for the late spring and summer sales. It is true that most of us are busy with our present rushing spring sales to be away from home a great length of time, but if you will advise us when you can make the trip we will make arrangements to take care of you promptly in order for you to spend your time here in the most profitable manner.

CARLOADS MOVED THIS SEASON

Illustrating to what extent our service is required, we are pleased to say that we have already shipped, during this season, two hundred and fifty solid carloads of Ornamental Shrubby, Shade Trees, Palms, etc., and about this amount by trucks. This will prove to you that people are demanding more than ever Griffing's Superior Quality Stock. Our records show this about doubles the amount shipped at this time last year. Our territory is expanding and people are realizing more and more the value of purchasing only first class Quality Stock and it has been our policy to supply. And best of all, the stock is properly Balled out of Griffing's Balling soil.

INSPIRATION FOR PLANTING

Bright spring weather brings the greatest inspiration for planting the home grounds, and this inspiration should be carried straight through the late spring and summer months. It is up to you to see to this in your locality, and if you do not have the stock your customers want it is to your advantage to plan a trip to our nursery at once and select carloads of such stock as you can sell and put over a campaign for the summer. Now are you assured that Griffing's Balled stock can be planted the year round? You can surely make a success of it by convincing your customers of this. Our best customers sell on our merit stock. We await your call for further information and advice on this subject.

Write for the Wholesale Descriptive book if you have mislaid yours. Do not delay for lost time cannot be regained and you must act NOW.

The above is important--You must act NOW--You cannot afford to miss it. Your letters will be gladly and promptly answered. If you cannot make up your order we will be glad to figure them out for you. PLAN AHEAD! COME TO SEE US! Wire when you will arrive and we will meet you at the station.

G R I F F I N G N U R S E R I E S

